

Sign Code CTA Jan. 23 by Ruth Beeker, Chair of Tucson Residents for Responsive Government, TRRG

You have received our public process proposal for the Master Sign Program. We ask your support.

While checking its posting on-line, I read the recent postings of Chamber and MPA recommendations. I found 2 topics which I have not heard addressed in your deliberations, but which I think need clarification.

Recommendation 6—Caps on Master Sign Program deviations. My questions: will there be one percentage set as a cap for all dimensions for all types of signs or will there be separate caps for each? In any case, I find 100%, the doubling of an existing dimension, as proposed for free-standing signs, to be excessive. Perhaps reviewing variances granted over the past 5 years would be helpful in proposing what is reasonable and needed.

Recommendation 8—Menu Board distance from residential zone or residence. The recommendation was a reduction from 30 ft. to 20 ft. My question—Is that measured from the menu board itself or is it from the menu board's adjoining speaker and 12 ft. wide traffic lane edge? Menu board is not a concern—it is the environmental pollution generated by voices and vehicles idling, stopping and starting which is not compatible with residents' quality of life. I wonder how many of the hundreds of business people whom the Chamber and MPA represent would choose to live next door to a menu board. For older established neighborhoods, where there will be new commercial enterprise along widening streets or new City financial incentives to renovate business property, some home owners may have no choice. If anything, the 30 ft. should be increased when a new drive-through suddenly adjoins existing residential property.

The Chamber and MPA concluded their recommendations, stating they look forward to seeing a “ final product of Sign Code as something equitable, comprehensive and inclusive of the business community.” TRRG looks forward to something equitable, comprehensive and inclusive of the entire community.”